

STRAWBERRY PLANT CATALOG

1957 EDITION

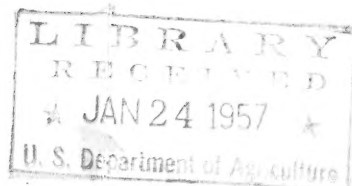
*Fieldhouse's*

Photo by Obma Studio  
October 1956

# "Sultan"

Patent Applied For

Our own new everbearer now offered for the first time. We have grown all of the highly advertised everbearing varieties but have seen none even resembling this one. Sultan is so outstandingly different that one has to see it before believing. The clusters shown above are only average clusters found on young runner plants. Sultan has already been tested for us by cooperating growers in other areas who have had the same outstanding results. The price is right too.

25 for \$2.40    50 for \$4.00    100 for \$6.00

Postpaid

**FIELDHOUSE FRUIT FARM**  
Box 117  
Dodgeville, Wisconsin

Now in our 102nd year

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#### SULTAN\* Patent Applied For

Mr. A.E. Lang's new creation that tops everything we have ever seen. The berry itself is a beautiful dark red with a somewhat tart wild flavor. Our customers prefer it even to our top-notch June bearers. Unlike other everbearers Sultan produces heavy vegetative growth with runner production comparable to Robinson. The picture on the cover illustrates the fruit production that can be attained on new runner plants.

Here is what it did for us: Our new rows were set out late in May. In three weeks runner production had begun. Fall production of berries began late in July on mother plants while primary runner plants began bearing late in September. Incidentally the rows at this time were more than a foot wide. Secondary runners even began to bear in October which made heavy fruit production continue well into November. In the Spring the whole row turns white with blossom and bears through the normal June bearing season.

Naturally a variety as different as Sultan would require a change in culture methods and it does. Every Spring a new planting should be made. The aisles should be filled with straw or other mulch as soon as rows get about a foot wide both to protect berries and to cut down on excessive runner production. On some soils it might even be advisable to use Crag # 1, a pre-emergence weed killer, to slow down runner production. The patch should always be kept clean of overripe berries to safeguard those still forming. Clusters will nearly always be covered by a protective mat of big, dark green leaves so one must look there for them. Each year when the Spring crop is done the row should be destroyed as Sultan depends on vigorous new plants, not big crowned old plants for its heavy production.

It is to be understood that in purchasing these plants that the buyer agrees with the seller that he will not use the plants sold to him for any purpose other than production of fruit, that he will not multiply or propagate them except for the production of fruit for his own use or sale, and that he will not resell the plants sold to him.

#### ESTEEM\* Plant Patent 1408

Originated by Mr. A.E. Lang and introduced by us in the Fall of 1954. It is what we call an "all summer bearing strawberry". Some growers have had wonderful luck with this variety while others have had really hard luck. A berry of this type takes special care as it tries to produce heavily during the hot part of the summer. We know that outstanding results may be attained and we know likewise that results are proportional to care given. Our supply of these plants is limited this year as we need the choice plants we have on hand for planting stock.

#### RED RICH\* Plant Patent 993

We have this highly advertised everbearer if you want it. Wayzata-Fairfax by Marion Hagerstrom. Deep red with distinctive sweet flavor.

#### SUPERFECTION

We have a limited supply of this popular everbearer. Berries are rounded and quite firm.

If our list seems shorter this year is because the extreme dry weather during the Fall of 1955 along with burning conditions during blossoming in the Spring of 1956 showed up weaknesses of many varieties that we did not know before. We found that many varieties have too tender a blossom cluster to take severe weather conditions in stride. We feel that there are enough good varieties that can take rough weather that it is not profitable to take a chance on those that cannot. For this reason we have dropped quite a few varieties that we have previously listed as outstanding. The varieties that were our best last season were Sharon, Wis 2-60, Pocahontas, Wis 8-46, Sweet Sue, and Empire.

#### SHARON

Introduced by us in 1954 as a superior selection from Dr. Roberts' Wis 537. We rate this above all others for quality and consumer appeal. It is the favorite with our pickers too. Beautiful, dark red, firm, good shipper. Large vigorous plants and a heavy yielder of medium and large sized berries through an exceptionally long season. We think this variety has great possibilities commercially as well as being terrific for the home garden. Sharon should be more heavily fertilized than most others and if early Spring is cold it needs a soluble instant nitrogen fertilizer just as leaves are developing. An excellent freezer.

#### Wis. 537

Similar to Sharon. We do not think this strain is quite as vigorous but University tests show it a top yielder year after year.

#### SWEET SUE ( the original Wis 2-61 )

Introduced in 1955. Berry is smooth skinned, solid, medium red and exceptionally sweet. Excellent plant maker. Excellent root system. Home gardeners have really been delighted with this one.

#### AMBROSIA

Originated by Mr. A.E. Lang in 1931 and has been considered one of the best late berries since that time. The berries are large, pointed, bright red and have a wonderful flavor. Large vigorous plants, high yielding, easy to grow.

#### Wis. 2-61

Originated by Dr. Roberts of the Univ. of Wisconsin. Early, yet may extend into late season. Prolific plant maker and a heavy yielder of large, almost round, medium firm berries. This will be our last year for this one as we do not feel it is rugged enough to stand the extremes of weather.

#### Wis 2-14

Originated by Dr. Roberts. Ripens shortly after Premier. Large beautiful red berries with contrasting yellow seeds. Berry is medium firm, stands up well, and is superior for freezing. We consider it a little to erratic for large commercial plantings but many growers in Wisconsin and other states swear by it. We are discontinuing it after this season.

#### SENATOR DUNLAP (Grown from USDA virus free stock)

We never have praised this variety but we must admit it is the ideal berry for the grower who gives his patch little care. Extremely hardy.

**PREMIER (USDA type grown from Virus Free Stock)**

Not nearly as bad as we thought it would be. It's not Premier but it's got many good points. It's vigorous, berries are large, yield isn't bad and berries stand up quite well. Much more rugged than regular Premier.

**PREMIER (old standby)**

Didn't do very well for us last year as hot weather damaged blossoms considerably. We have had yield as high as 25,000 quarts per acre and a picking season as long as 29 days. Nice looking berries, moderately firm, good for freezing only when crushed. Takes more care than most June varieties. Our supply is limited.

**CATSKILL (Grown from USDA virus free stock)**

Marshall x Premier cross. One of the most productive midseason varieties. Good quality, firm, attractive, excellent freezer. Looks like a big improvement over regular Catskill.

**ROBINSON ( Grown from USDA virus free stock )**

Ripens soon after Premier and continues into late season. Big, round, blunt nosed berries on large thick stems. Solid red with tangy rich flavor. Easy to grow, making lots of plants which are moderately productive. If you have trouble with soft berries try using "Captan". Don't let rows get too thick or over fertilize.

**SPARKLE ( USDA virus free stock used for foundation )**

New Jersey 347. Introduced in 1940. Large, firm, high yielder. Berries are somewhat round in shape and have a wax-like gloss. Tends to darken on holding. Many growers in Wisconsin consider it their best variety. Does not do well in our locality but apparently is wonderful in much of Wisconsin and other states.

**PAYMASTER ( Grown from indexed virus free stock )**

Keith introduction from Sawyer Michigan. Almost identical to Sparkle. May be slightly more vigorous than Sparkle.

**EMPIRE**

Dresden x Sparkle by George L. Slate. Has been a wonderful variety in our area. Similar to Premier but berries are more firm. Not quite as early as Premier. We advise trying this one.

**POCAHONTAS**

A new variety really coming up fast. Apparently is adaptable to an extremely wide area. A terrific yielder of beautiful, medium red berries. Vigor of plants is terrific. Bears a nice Spring crop when planted in the Fall. If you haven't tried this you are really missing something great.

**JERSEYBELLE ( New Jersey 7A )**

Makes a large, vigorous plant but is a little shy on runner production. For us it is very late and quite dark. Worth trying on a small scale.

**ARMORE ( Grown from USDA virus free stock )**

University of Missouri introduction in 1940. Blakemore x Aroma. Makes large plants and is quite vigorous. Excellent flavor and good shipper.



|               | 12 | 25   | 50   | 100  | 250  | 500   | 1000  |
|---------------|----|------|------|------|------|-------|-------|
| ✓ SEN. DUNLAP |    | .80  | 1.40 | 2.50 | 5.00 | 9.00  | 16.00 |
| ✓ ROBINSON    |    | .80  | 1.40 | 2.50 | 5.00 | 9.00  | 16.00 |
| ✓ VF PREMIER  |    | .80  | 1.40 | 2.50 | 5.00 | 9.00  | 16.00 |
| ✓ PREMIER     |    | .90  | 1.65 | 3.00 | 6.00 | 10.00 | XXXX  |
| ✓ CATSKILL    |    | .90  | 1.65 | 3.00 | 6.00 | 10.00 | 18.00 |
| ✓ SPARKLE     |    | .90  | 1.65 | 3.00 | 6.00 | 10.00 | 18.00 |
| ✓ ARMORE      |    | .90  | 1.65 | 3.00 | 6.00 | 10.00 | 18.00 |
| ✓ AMBROSIA    |    | .90  | 1.65 | 3.00 | XXXX | XXXXX | XXXXX |
| ✓ Wis 2-14    |    | .90  | 1.65 | 3.00 | 6.00 | XXXXX | XXXXX |
| ✓ Wis 2-61    |    | .90  | 1.65 | 3.00 | 6.00 | 10.00 | 18.00 |
| ✓ Sweet Sue   |    | .90  | 1.65 | 3.00 | 6.00 | XXXXX | XXXXX |
| ✓ EMPIRE      |    | 1.10 | 2.00 | 3.50 | XXXX | XXXX  | XXXXX |
| ✓ POCAHONTAS  |    | 1.10 | 2.00 | 3.50 | 7.00 | 12.00 | 21.00 |
| ✓ SHARON      |    | 1.10 | 2.00 | 3.50 | 7.00 | 12.00 | 21.00 |
| ✓ Wis 537     |    | 1.10 | 2.00 | 3.50 | 7.00 | 12.00 | 21.00 |
| ✓ JERSEYBELLE |    | 1.35 | 2.25 | 3.60 | XXXX | XXXXX | XXXXX |

|                |      |      |      |       |  |  |  |
|----------------|------|------|------|-------|--|--|--|
| ✓ RED RICH *   | 2.95 | 5.00 | 8.50 | 15.00 | * Patented<br>Orders of Everbearing only<br>POSTPAID |  |  |
| ✓ ESTEEM *     | 2.00 | 4.50 | XXXX | XXXXX |  |  |  |
| ✓ SULTAN *     | XXXX | 2.40 | 4.00 | 6.00  |  |  |  |
| ✓ Superfection | XXXX | 2.40 | 4.00 | 6.00  |  |  |  |

If plants should turn out to not be true-to-name or do not arrive in a live condition we will replace them without charge. Our guarantee does not imply any further liability but we do make allowance for certain had-luck cases.

Most of our plants are shipped from dormant storage. We have found dormant plants to be far superior to the "fresh dug" plants as they ship better, start more easily, and seem to be more vigorous. We have most varieties ready to ship in March and can ship until late in May. To assure delivery please order as early as possible. Even though we can ship plants until late May we do not like to accept orders after April 15th.

|            |  |  |
|------------|--|--|
| Zone 1 & 2 | 40¢ packing and mailing charge regardless of size of order except everbearing varieties. All of Wisconsin, Northern Illinois, and Eastern Iowa.  |  |
| Zone 3     | 40¢ packing and mailing charge on orders up to 20#<br>\$1.00 on orders of 20# to 40# Michigan, Central & Western Iowa,<br>\$1.50 on orders of 40# to 60# Minnesota, Indiana, Central &<br>\$2.00 on orders of 60# to 80# Southern Illinois, Missouri,<br>\$1.00 on each additional 40# Tennessee, Kentucky, & Eastern States |  |
| Zone 4     | 40 ¢ packing and mailing charge on orders up to 20#<br>\$1.75 on orders 20# to 40# Montana, Wyoming, Colorado,<br>\$2.50 on orders 40# to 60# Texas, Louisiana, Mississippi,<br>\$3.25 on orders 60# to 80# Alabama, etc.<br>\$1.75 on each additional 40#   |  |
| Zone 5 & 6 | 40¢ packing & mailing on orders up to 10#<br>1.50 on orders of 10# to 20# Washington, Oregon, California,<br>2.00 on each additional 20# Idaho, Utah etc.  |  |

25 plants 1#; 100 plants 4#; 500 plants 20#; 1000 plants 40#  
Parcel Post is generally cheapest and most satisfactory method of shipping plants, unless the quantity is above 3,000